

SUPERIOR PRODUCT MEMORY



- ◆ Exclusive 100% Cellulose Acetate Playing Cards
- ◆ Most durable and long-lasting card material available
- ◆ Resists markings and ink rubs
- ◆ Washable and odorless material

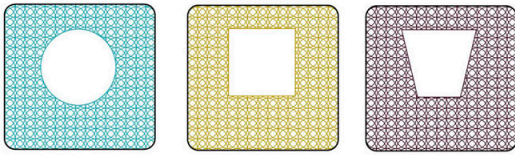


Preferred Logo Shapes and Frames

(Featured on USPC's Kem® Card Backs)



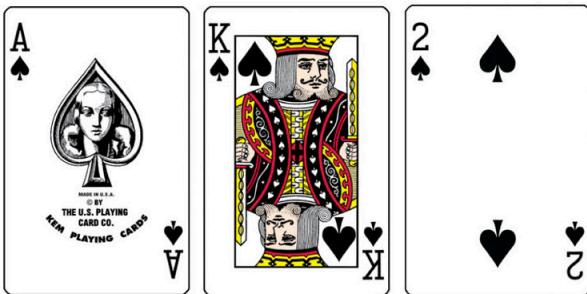
Oval Rectangle Triangle Octagon



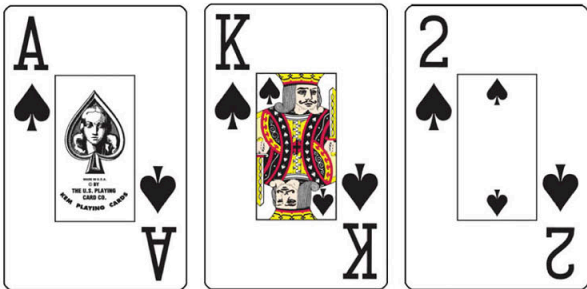
Circle Square Trapezoid

Logo size is generally
1" x 1 3/4" in area
Double-Ended OR
Upper Left/Lower
Right Logo Positioning

Face Styles



Kem® Plastic Standard Index



JUMBO Index®

KEM Standard Back Colors

Red.....	PMS 1945	
Orange.....	PMS 1655	
Maroon.....	PMS 202	
Burgundy.....	PMS 229	
Purple.....	PMS 267	
Teal.....	PMS 320	
Green.....	PMS 343	
Gold.....	PMS 457	
Blue.....	PMS 3025	
Brown.....	PMS 7449	

KEM Standard Face Colors

KEM Face Yellow.....	Process Yellow	
KEM Face Red.....	PMS 193	
Black.....	Black	

Product Identification

2 date codes in every deck provide 100% traceability

- Date code and facestyle visible on each sealed deck
- Date code is also located on the Ace of Spades for product traceability after cards in play



Artwork Requirements/Specifications for New Orders:

- **Format for Artwork:** Mac preferred; PC accepted
- **Accepted Programs for Artwork/Layout:** Illustrator, Photoshop, InDesign, QuarkXPress, Freehand
- **Preferred format for files:** EPS, TIFF, DSC
- **Include all Printer and Screen Fonts:** Type 1 Screen and Printer Fonts, Bitstream, Adobe fonts preferred
- **Resolution of Artwork:** 300 dpi for continuous tone and 1200 dpi for bitmap
- **Include all Pantone (PMS) color codes**
- **Send Artwork Via: E-mail,** (preferably Stuffed, in high resolution vector format)
Courier, Postal Service
- **Artwork Proofs:** usually available for Electronic approval (via E-mail/Fax) within 2 business days

